

CEO E-Briefing

A weekly report to City Council and the community

August 5, 2011

No. 7



Artist rendering

Lofty Project for the Westside

This week, the City Council and public got their first peek at an exciting new housing project proposed for the Westside called Quattro. **The Preface Group** in Newport Beach has four loft-style homes planned for the property on the southeast corner of Wallace Avenue and W. 20th Street.

The 1,630-square-foot, 3-story homes with rooftop balconies would fit nicely into any trendy downtown loft district in America and would set the bar for future Westside projects. The Council voted unanimously to accept **a request** for a General Plan amendment and Urban Plan screening that moves the project forward.

More than one person commented during the presentation to council that Quattro was the kind of development that could be a game-changer for the Westside, attracting young professionals and families and showing other homebuilders the profitability in building quality projects in that section of our town.

The City has been hard at work for years building the groundwork to attract a project such as Quattro. It's rewarding to see the vision start to become a reality.

Tom Hatch, chief executive officer, City of Costa Mesa

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- Do you know this local landmark?

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- Can you name the park?

☒ **Comments**
or suggestions, please contact
wlobdell@ci.costa-mesa.ca.us



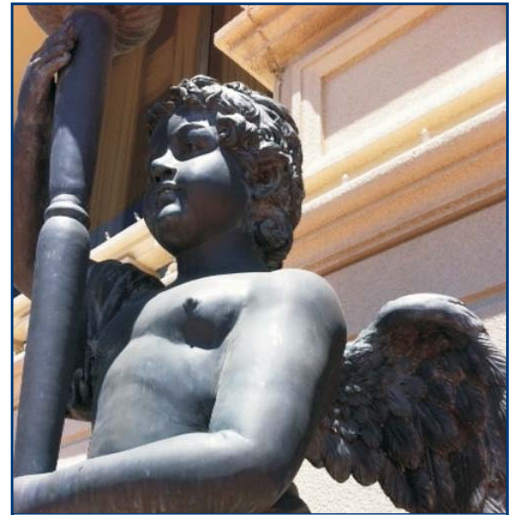
City of Costa Mesa



Costa Mesa City Hall

On the calendar this week

- Aug 05 **TODAY** The **Orange County Fair** continues through Aug. 14.
- Aug 06 **SUNDAY** The OC Fair's "Run, Skip, Walk" 5k begins at 8 a.m.
- Aug 07 Entry fee (\$35 for adults, \$25 for children 5-12) includes a T-shirt and fair admission.
- Aug 08
- Aug 09 **MONDAY** Planning Commission meets at 6 p.m. in Council Chamber. Agenda [here](#).
- Aug 10 **TUESDAY** The City Council Study Session has been cancelled.
- Aug 11
- Aug 12 **SUNDAY** Orange County Classic Jazz Festival continues Friday and Saturday (9:30 a.m. to 11 p.m.) and Sunday (9:30 a.m. to 6 p.m.) at the Hilton Costa Mesa.



Secret Spot

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: If you know this place, then you are really tuned in.

To get the whole picture, see [page 3](#).

CEO's Office

Significant reductions for HCD division

The City's Housing and Community Development (HCD) division has experienced a significant cut in funding this fiscal year due to a reduction in available federal money. The federal Housing and Urban Development (HUD) cut the City's Community Development Block Grant (CDBG) funds by 20% (or about \$250,000) and HOME Partnership Program Grant by 15% (or about \$100,000).

In past years, several street and alley improvement projects were funded utilizing block grant funds. This fiscal year, only one alley improvement project is planned. The reduction in HOME Program funding was mitigated by the Single Family Rehabilitation Loan and Grant Program.

HCD anticipates that funding for future years will be kept at this decreased level or even lower until the economy recovers.

Notes from the CEO's Office

The **Costa Mesa Conference and Visitors Bureau** is sending a delegation to China this month to explore sister city possibilities that could boost tourism and business opportunities in Costa Mesa ... The three-person team will be **Susan O'Brien Moore**, vice president of the Conference and Visitors Bureau; **Dan Joyce**, bureau board member and city liaison; and Mayor Pro Tem **Jim Righeimer**, who works with the bureau as the City Council liaison ... Dan's travel and time will be paid for by the bureau, and Jim's paying for his own travel expenses ... The Council Study Session and second City Council meeting for August have been cancelled ... At the Sept. 13 Study Session, consultant **John Bartel** will give his analysis on the City's **CalPERS pension obligations** and future costs ... Also at the meeting, a presentation will be given on the City's **worker's compensation program**.



Making History

What was the name of the park formerly at the corner of East 17th Street and Newport Boulevard?

- A. Costa Mesa Park.
- B. McKenzie Park.
- C. Teardrop Park.
- D. Goathill Park.

Answer: C. Photo circa: 1967. Starbucks, Juice It Up and Eye Styles are now on the former park site.

Administrative Services



Lifeguard class to the rescue!

Last week, the Costa Mesa Aquatic Center offered for the first time a class to introduce children ages 11 to 15 to the basic responsibilities of being a lifeguard. Through a variety of activities, eight students learned the following skills:

- ▶ Wound management and first aid skills.
- ▶ CPR/AED skills.
- ▶ In water lifeguard rescue techniques.
- ▶ How to handle spinal and neck injuries.
- ▶ Swim fitness and stroke improvement.

We expect this class to become one of the most popular aquatic courses offered.

Flipping out for Sunday pancake fundraiser

The Centennial Farm Foundation is sponsoring a **pancake breakfast** fundraiser on Sunday from 6:30 to 9 a.m. to support the Centennial Farm and its education program. The breakfast will be inside the Blue Gate entrance to the OC Fair and Event Center, near the Centennial Farm building and the registration center for the 5K Fun Run that will be held that morning. The Blue Gate entrance is at 88 Fair Drive in Costa Mesa.

The tickets cost \$7 (or 3 tickets for \$20) and can be bought at the event.

"The pancake breakfast will be an excellent opportunity for the people of Orange County to join with local businesses to help support the Centennial Farm, its programs, to enjoy a great breakfast and get re-acquainted with the Fair," said Centennial Farm Foundation President **Mack Ramsay**.



Secret Spotted

The Trinity Broadcasting Network (TBN), with its showcase studios on Bear Street across the 405 Freeway from South Coast Plaza, is the world's largest religious broadcaster.

COSTA MESA



RESTAURANT WEEK
August 19-26, 2011

Finance Department

Bobby Young promoted to finance director

Chief Executive Officer **Tom Hatch** this week promoted **Bobby Young**, the City's budget and research officer, to the position of finance director. Young had been performing many of the duties of the finance director—including preparing the City's annual budget and negotiating with employee associations—since September 2009, when the position was left vacant because of budget challenges.

"We're very pleased Bobby accepted the position," Hatch said. "He's done excellent work for the City and earned respect both inside City Hall and in the community. We interviewed many quality candidates, but Bobby's knowledge of the City and his track record of excellence made him my top choice."

Hatch also praised Asst. Finance Director **Colleen O'Donoghue** for expertly taking on many additional duties while the finance director's position was vacant.

Young, a Costa Mesa resident, has worked in government finance for 15 years, starting as an auditor of local government and nonprofit agencies. He was hired by the City of Costa Mesa in 2001 as the accounting supervisor and was promoted in 2007 to budget and research officer.

In 2005, Young was named the City's Employee of the Month for his contributions to revamping Costa Mesa's annual audit and Comprehensive Annual Financial Report (CAFR).

He's also involved in community organizations, serving currently as chief financial officer and board member of Leadership Tomorrow, a local nonprofit, and often volunteering as a team leader for Neighbor for Neighbor events. Young received a Bachelor of Arts degree in accounting from Cal State Fullerton. He and his wife, Kathleen, have two children.



Development Services

Melia Homes: newest development in town

Melia Homes just completed the construction of five detached homes at 341 East 21st St. known as **The Enclave**. The two-story condominiums are each approximately 2,014 square feet with an attached two-car garage. The units consist of three bedrooms, two and one-half baths, a loft, a gourmet kitchen, a family room, a dining room and an outdoor patio area.



Artist rendering of The Enclave

Development Services notes

Building permits were issued last week on the 31,437-square-foot tenant improvement project for **Volcom** at 1740 Monrovia Ave. ... The proposed work includes remodeling of the existing warehouse space to offices on the ground level, new restrooms and interior and exterior plumbing work ... These improvements are valued at \$2.25 million ... **Ferrari Maserati of Newport Beach** at 2980 Red Hill Ave. submitted plans for the conversion of 34,722 square feet of warehouse/office space to a car service center ... This project is expected to be valued at \$1.38 million.

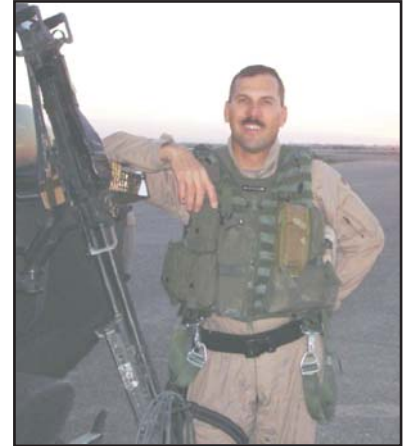
Fire Department

Fire Capt. Pulgencio home safe from Iraq War

Capt. **Bruce Pulgencio** returned home safely to Los Alamitos Air Base Monday after completing his second tour of duty in Iraq. He was welcomed home by numerous Costa Mesa firefighters. He will be back on duty sometime next month.

During his deployment, all Costa Mesa fire apparatus had been outfitted with service flags since to honor Bruce. The 21-year fire department veteran flies Blackhawk helicopters for the National Guard and trains pilots in his unit. He flew day and night missions from a U.S. Air Force Base in central Iraq.

We would like to thank him for his service to our country and for selflessly spending the last year overseas away from his family and friends.



Police Department

Police log for July

Interim Police Chief **Dennis Kies** put together a monthly incident report for July. You can read it [here](#).

Public Services

\$275,000 grant awarded for Brentwood Park Master Plan

In a statewide competition for grant funding, the Office of Grants and Local Services of the State of California Parks Department has just announced that Phase II of the Brentwood Park Master Plan has been recommended for funding under the Land and Water Conservation Fund Program. The \$275,000 grant will cover 50% of the design and construction cost for this phase, which will be matched with Park Development Funds.

The neighborhood park is in Eastside Costa Mesa near Santa Ana and Monte Vista avenues.

The work to be completed under this phase includes decomposed granite trails, fitness stations, park furniture, safety lighting, hardscape improvements, bio swale, and continuation of landscape and irrigation improvements from Phase I.

This is one more step closer to the full implementation of the Brentwood Park Master Plan which will include a coastal-themed playground, demonstration garden, and picnic shelter. For more information, please contact **Ernesto Munoz**, city engineer, at 714-754-5335.

